



**Join the Danish pavilion at SantExpo, 8-10 November 2021**

**8 spaces available in the Elderly care and Hospital track and 5 in the Life Science track**

**Book now! Deadline on June 8, 2021**

#### **Why SantExpo?**

- One of the largest healthcare fairs in France - more than 30,000 visitors (2019 numbers).
- The place to meet decisions makers in healthcare (hospital and nursing home directors, other healthcare professionals) as well as in health policy (healthcare administration and government officials, as well as professional associations and local and regional authorities involved with health policies).
- One out of two visitors comes with a concrete investment project (survey 2019).
- The Danish Embassy in Paris and Danish.Care are organising a Danish pavilion at SantExpo for the sixth time and it has become a must-see place requested by visitors and promoted in collaboration with the owner of the fair, the FHF (French Federation of Public Hospitals and Nursing Homes), an important player in the field in France.
- Exceptional export subsidy of up to 75% for exhibitors on the Danish pavilion.
- Check out the fair's website here: [SantExpo](https://www.santexpo.com)

#### **Join an excellent location with a high activity rate**

- High impact with both the elderly care and hospital sectors and the Danish life science scene present on the stand.
- Great visibility thanks to regular events - round tables and networking activities\* - as well the digital exhibition zone for the companies.
- Located on the 'red carpet', one of the main corridors in the exhibition hall.
- Space for an exhibit area and a networking area

#### **Exceptional high rate of subsidy**

Export promotion events benefit from an exceptional high rate of subsidy in 2021 to help companies under the current COVID-19 pandemic. Danish.Care has already an approved subsidy application from the Ministry of Foreign Affairs. This means that exhibitors get a refund of up to 75% of the participation fee after the exhibition. Only Danish companies with a Danish CVR number can register for the event.

## Register now for the Danish pavilion:

### 1. Elderly care and Hospital track

- Pop-up poster wall with an inbuilt screen, as well as a high table with two chairs.
- Possibility to invite your contacts to the thematic roundtable on elderly care / hospital care with experiences from Denmark that will take place on the stand as well as the following networking event\*.
- Access to the scanned business cards at the stand.
- A 30 minutes slot on the networking stand with a big screen and seating area to organise a small-scale event or product demonstration. The organisation of the demo as well as the invitations for the event are your own responsibility. If you would like support to organise this, please contact the Trade Council in France for more information.

**Price:** 6.000 EUR (approx. DKK 45.000) before reimbursement of the subsidy.

### 2. Life Science track

- Co-financing of the round table and networking area through the 'Alliance franco-danoise de santé' with a poster of the Alliance, including the company logos.
- Separate company poster and logo on one of the pop-up walls on the networking stand.
- A high table and 2 chairs.
- Possibility to include your company presentation in the screen saver of the big screen in the networking area.
- The Trade Council will stand for the invitation of your contacts to the high-level round table on the opening day of the exhibition.
- Access to an individual slot in the round table/activity program.

**Price:** 20.000 EUR (approx. DKK 150.000) before reimbursement of the subsidy.

*The above price is before subsidies of up to 75% (with a maximum amount of 75.000 DKK per company) from the Trade Council. The amount of reimbursement is finally determined and transferred to the participating companies after the end of the export promotion event.*

The organisers reserve the right to cancel the pavilion, if less than 13 companies register (at least 8 in the elderly care and hospital track and 5 in the life science track) before the deadline of June 8.

### Registration

You can register online at: <https://podio.com/webforms/18866084/1271866> . **Deadline is June 8, 2021** and spaces and demo slots will be allocated according to the principle first registered, first served.

### Booking, payment and cancellation policy

Your registration is binding once you have registered online. You will be invoiced for the entire fee in week 25, with a deadline for payment on June 30<sup>th</sup>.

If the exhibition is cancelled by the organisers, your registration fee will be reimbursed minus the administration fee for the exhibition which is 120€ per exhibitor in the elderly care and hospital track and 330€ per exhibitor in the life science track.

### For more information, please contact:

Trade Council, Ambassade du Danemark: Sophie Labrosse, [sofbos@um.dk](mailto:sofbos@um.dk), +33 68839 4437  
Danish.Care: Helle Pedersen, [hp@danish.care](mailto:hp@danish.care) +45 6122 5756

\* All our events will have to take into account the health and safety regulations in place in France at that moment.